

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 07593 240835Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
-----240837Z 018087 /12

P R 240805Z MAY 77
FM AMEMBASSY TOKYO
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 8025

UNCLAS TOKYO 7593

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: REPEAT OF DESIGN ENGINEERING CATALOG SHOW

REF: 1. USDOC 9386 2. USDOC 8364, MAY 14, 1976 (NOTALA)
3. TOKYO A-508, NOV. 6, 1975

1. BEFORE MAKING DECISION REGARDING REPEAT OF DESIGN ENGINEERING CATALOG EXHIBITION (DES) IN CLAPP & POLIAK SPONSORED SHOW (REF A) EMBASSY WOULD LIKE TO HAVE MORE SUBSTANTIAL INFORMATION RE RESULTS OF FIRST SUCH EXHIBITION IN TERMS OF AGENCY AGREEMENTS AND/OR ACTUAL SALES. IN MAY 1976, IN RESPONSE TO OUR SUGGESTION THAT EMBASSY SURVEY U.S. PARTICIPANTS OF DES CATALOG EXHIBITION, COMMERCE INDICATED (REF B) THAT IT WOULD CONDUCT FOLLOW-UP USING OMB-APPROVED CATALOG EVENT REPORT DIB 462 P. EMBASSY HAS NEVER RECEIVED RESULTS OF THIS SURVEY, THOUGH STATEMENT IN REF A THAT FIRST EXHIBITION BROUGHT MANY NTM FIRMS TOGETHER WITH AGENTS AND BUYERS SUGGESTS SURVEY RESULTS ARE AVAILABLE. PLEASE ADVISE.

2. EMBASSY UNDERSTANDS THAT CLAPP AND POLIAK IS HAVING CONSIDERABLE DIFFICULTY IN RECRUITING FOR ITS 1977 SHOW AS IT DID DURING ITS FIRST TWO SHOWS. (CLAPP AND POLIAK ALSO HELD SHOW IN 1976, BUT SINCE WE RECEIVED NO WORD FROM FIRM ABOUT SHOW AND DID NOT SEE ANY ADVERTISING ABOUT IT, NO EMBASSY UNCLASSIFIED

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PERSONNEL WERE ABLE TO OBSERVE AND EVALUATE EVENT.) WE SUSPECT THAT CLAPP AND POLIAK INTEREST IN COMMERCE PARTICIPATION STEMS FROM THESE RECRUITING DIFFICULTIES. EMBASSY IS PREPARED TO ASSIST THIS U.S. FIRM BUT WOULD LIKE TO BE ASSURED FIRST THAT DES CATALOG EXHIBITION IS USEFUL MARKETING TOOL. THIS IS DOUBLY SO SINCE, IF FIRST CATALOG EXHIBITION IS ANY EXAMPLE, EMBASSY PARTICIPATION WILL REQUIRE

CONSIDERABLE PERSONNEL RESOURCES DURING BUSY SUMMER PERIOD.

3. IF COMMERCE/EMBASSY DECIDE TO PROCEED WITH EXHIBITION,
ALL CATALOGS WOULD BE NEEDED BY JULY 20 AT LATEST TO ALLOW FOR
COLLATION AND DEVELOPMENT OF SHOW BROCHURE AND ADVERTISING
MATERIALS. AUGUST IS THE JAPANESE SUMMER HOLIDAY PERIOD AND
PRINTING AND OTHER SERVICES REQUIRE CONSIDERABLY MORE TIME
THAN USUAL.

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TAGS: BEXP, JA
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